

Proposal Title	'It's Time to Talk About Drugs' Campaign
Reserve Fund	Global
Collaborating Programs	Global Drug Policy Program/Communications
Recommended by	James A. Goldston, Darius Cuplinskas
Coordinated by	Patrick Gallahue, Global Drug Policy Program/Communications Office. Campaign partners on the ground will be identified with International Harm Reduction Development Program
Amount Requested	\$150,000
Unforeseen Need (250 words)	<p>June 26 will mark the International Day against Drug Abuse and Illicit Trafficking, which has featured horrific crackdowns against people who use drugs, including public executions and beatings in many parts of the world.</p> <p>However, in 2014, activists are reclaiming this day, by kicking off a campaign to end to the criminalization of minor drug offenses, expand treatment services and experimentation with alternative policies. The campaign will include street demonstrations in more than 50 cities and a deployment of freshly created campaign materials, which were produced pro bono by one of Brazil's leading advertising firms. These materials include shareable images under the slogan: "Hey, We Need to Talk About Drugs," with assorted subheads. The ad designers worked with the Global Commission on Drug Policy, in consultation with OSF, to produce the final products. It has been estimated that more than \$112,000 in labor has been donated by the ad agency.</p> <p>This work was unforeseeable because when the strategy was being drafted, the day of action had not been formally organized and the materials had not been produced. That a partner produced professional, compelling materials, is an unprecedented contribution to the movement. Most of our partners work on shoestring budgets with no money for public relations. The paltry resources they do have for public facing work, limits the quality of what they are able to produce. Thus the messaging in drug policy is typically low visibility and disjointed. To have access to more than \$100,000 worth of ads is exceptional.</p>
Activities Proposed (500 words)	The day of action will build upon past demonstrations and will be organized by activists who have led past protests in cities such as London, Warsaw, Budapest, Paris, Kiev and more than 30 other

municipalities. Many of these organizations are existing Open Society grantees or partners and it will present the ideal opportunity to deploy these materials.

Once these images go live, any partner organization can utilize them. This may be the first time that grass-roots drug policy groups have had access to professionally designed advertising materials to brand as their own. The slogans/subheads have been translated into multiple languages including Spanish, Portuguese, French, Polish and Hungarian, with more coming soon.

These ads are highly adaptable to social media campaigns, billboards, posters, stickers or signs. We propose working with around 10 partners campaigning at the national level to utilize these materials to draw attention to the drug policy reform movement in their countries. This would mean we employ the reserve fund to give small sums of money to local groups to deploy these ads.

Precisely how these materials are used will largely be determined by the groups taking to the streets on June 26. It could entail printing handheld signs for their days of action; the purchase billboard space at a high profile location (near the home of the Prime Minister; or social media campaigns or bus ads.

While partners on the ground will work in collaboration with OSF in New York to ensure maximum publicity. We will collaborate with recipients to ensure that the ads are strategically deployed and that there is maximum impact in the press and on social media, once they are used. When ads are placed, press releases will be issued, under a header, "Drug policy reformers get air time in 10 cities" (or something to that effect). We will target media that have reported widely on the drug policy reform movement (i.e., The Daily Beast, Huffington Post, Rolling Stone, IPS, IRIN, The Guardian, etc.)

We believe widespread media coverage is likely due to the evolving narrative about reform (Uruguay, Washington and Colorado, etc.). Media are willing to report on incremental stories that they may have been reluctant to cover in the past. Coupled with the planned day of action, we are confident that public-facing ads will generate press. If paid media can generate earned media, both in the countries and internationally, the effect will be exponential.

June 26 is swiftly approaching and it is the day we know that drug policy activists—including many of our grantees—will take to the streets. The urgency of this initiative is that many groups will have

	<p>limited resources, in both money and materials, to draw attention to their issue.</p> <p>The work offered here is attractive and will get organizations noticed, not just on June 26, but we anticipate all the way to UN General Assembly Special Session on drugs in 2016.</p>
Statement of who within OSF would lead the work	<p>The Global Drug Policy Program's Communications Officer will lead on the project in partnership with the GDPP staff and the Communications Office. This staff member has been involved in the development of these ads in consultation with partners in the field. Throughout their development we have discussed the content of the ads, changes that needed to be made and how they might be deployed. In addition, the staff member has a proven track record of getting media for the program and its grantees as well as established relationships with leading social media managers in the movement. June 26 could be the day that these materials are launched but they could continue to be deployed via social media campaigns, days of action and other activities throughout the year.</p>
Contributions expected from various units within OSF and essential partners or grantees (250 words)	<p>We will consult in advance with International Harm Reduction Development Program and the Communications Office to strategize the launch.</p> <p>Externally essential partners will be those organizing actions on the ground. We will have many groups to choose from and we will identify those that are a combination of: (i) the most enthusiastic; (ii) the best organized; (iii) the most in-need; (iv) the most strategically advantageous or where we think this will have the greatest impact. Possible partners include Release/Talking Drugs (UK); Polish Drug Policy Network; Canadian Drug Policy Consortium; Pense Livre (Brazil), CuPIHD/Espolea (Mexico) and others.</p>